

Flytipping Campaign Advice

How to run a flytipping campaign

Want to get involved in tackling flytipping in your local area? You don't need to run a large campaign to make a difference. Support our national campaign through using the resources in the Flytipping Campaign Communications Pack alongside the ideas below to plan activity that works for your community.

This year, Keep Scotland Beautiful's main flytipping campaign is running between 12-25 October 2026.

1. Decide what you want to achieve

Before you start, think about what you want people to do differently because of your campaign. For example, do you want to...

- Encourage people to dispose of waste responsibly.
- Help people understand what flytipping is and why it matters.
- Encourage people to report flytipping when they see it.
- Help householders understand how to check that someone taking their waste is legitimate.
- Raise awareness of a local flytipping hotspot or issue.
- Encourage community involvement in keeping local areas free from flytipping.

You don't need to cover everything but choose one or two messages that are most relevant to your area.

2. Use the campaign materials

The Flytipping Campaign Communications Pack contains ready-made content that can be adapted for your own channels. This will be linked on the [Handy Resources](#) page.

You can:

- Share the social media posts provided in the pack.
- Adapt the wording to include information relevant to your local area.
- Use the campaign graphics and other digital materials.
- Share the campaign through your website, newsletter or community channels.
- Tag Keep Scotland Beautiful on your social channels.

A TIP TO REMEMBER: You don't need to post everything. Choose the content that is most useful to your audience and spread it across the campaign period.

3. Make it local

People are more likely to engage with something, or somewhere, they know. Consider adding a local angle to the national campaign.

You could:

- Highlight a local flytipping hotspot.
- Share information about how people can report flytipping in your area.
- Explain how residents can dispose of common types of waste locally.
- Share local waste collection, recycling centre or bulky waste information.
- Work with local community groups, landowners or businesses.
- Highlight a local success story.

Always make sure photographs and information are appropriate to share publicly and that you have permission to do so.

4. Ensure you are sharing useful and relevant information

Some items you could share include:

- How to report flytipping locally.
- Where residents can dispose of different types of waste.
- Information about responsible waste disposal.
- Information about checking waste carriers through the SEPA Waste Carrier Register.
- Local authority waste collection information.

All this information and more can be found on multiple websites, but we recommend the [Community Litter Hub](#) which contains learning materials about flytipping as well as information about prevention and reporting.

5. Other activities you can do offline

We know posting online isn't the only thing you can do or may want to do. If you feel that taking the campaign offline might suit you better, we suggest some of the following activities:

- A community litter pick in an area affected by flytipping – but please remember NOT to ever touch or disturb flytipping. Further information on this can be found on the [Community Litter Hub Prevention](#) and [Responsibilities](#) pages.
- An awareness session, perhaps at a community meeting or a seminar.
- A campaign display in a community centre, library or other public space. You are welcome to print off Keep Scotland Beautiful's digital materials found in the pack and turn them into physical ones.
- A local social media or photo challenge.
- You don't need to organise a large event – a small activity can provide useful content and get people talking about the issue.

Just remember to avoid creating new advice where official information already exists. Link people to the relevant Local Authority, Community Litter Hub, SEPA or Scottish Government information instead.

Most importantly, keep the momentum going. Flytipping is an ongoing issue, so your activity doesn't have to end when the campaign does. Keep sharing information, highlighting local issues and share any results of your campaigning. By working together, we can hope to make a real difference.